
IN THE CLAIMS

Please cancel claims 10-15 without prejudice.

Please amend the claims as follows:

1. (Currently Amended) An apparatus comprising:

a processor;

a memory in data communication with the processor;

a feedback cancellation request receiver, executable by the processor, to receive a request to cancel feedback pertaining to a transaction in a network-based transaction facility from a first party to the transaction;

a feedback cancellation criteria evaluator, executable by the processor, to automatically determine whether one or more feedback cancellation criteria are satisfied;

a feedback cancellation recorder, executable by the processor, to cancel the feedback pertaining to the transaction if the one or more feedback cancellation criteria are satisfied, the feedback cancellation recorder further to mark the feedback pertaining to the transaction as withdrawn; and

a feedback user interface generator, executable by the processor, to generate a user interface that presents the feedback pertaining to the transaction and an indication that the feedback pertaining to the transaction is withdrawn.

2. (Currently Amended) The apparatus of claim 1 further comprising:

a feedback cancellation request ~~processor~~ module, executable by the processor, to determine that a second party to the transaction agrees to cancel the feedback pertaining to the transaction.

3. (Original) The apparatus of claim 1 wherein the feedback pertaining to the transaction includes at least one of a feedback comment left by the first party for a second party to the transaction and a feedback comment left by the second party for the first party.

4. (Original) The apparatus of claim 1 wherein the feedback cancellation request receiver is further to identify a second party to the transaction based on input provided by the first party, to present to the first party information identifying the second party and the feedback pertaining to the transaction, and to receive a confirmation of the request to cancel feedback from the first party.

5. (Original) The apparatus of claim 4 wherein the input provided by the first party includes an identifier of an item associated with the transaction.

6. (Currently Amended) The apparatus of claim 1 further comprising:

a feedback cancellation request ~~processor~~ module, executable by the processor, to notify a second party to the transaction about the request to cancel feedback.

7. (Currently Amended) The apparatus of claim 2 wherein the feedback cancellation request ~~processor~~ module is to determine that the second party agrees to cancel the feedback by presenting to the second party information identifying the transaction for which the first party submitted the request to cancel feedback, and receiving a confirmation of feedback cancellation from the second party.

8. (Cancelled)

9. (Original) The apparatus of claim 1 wherein the one or more feedback cancellation criteria includes at least one requirement selected from the group consisting of a requirement that at least one feedback comment pertaining to the transaction exist, a requirement that the request to cancel feedback be received before an expiration date of the transaction, a requirement that a second party to the transaction agree to cancel feedback before an expiration date of the request to cancel feedback, a requirement that each of the first and second parties be currently registered with the network-based transaction facility, and a requirement that each of the first and second parties do not exceed a feedback cancellation limit.

10.-15. (Canceled).

16. (Currently Amended) A computer-implemented method to cancel feedback pertaining to a transaction in a network-based marketplace, the method comprising:

receiving a request to cancel feedback pertaining to the transaction in the network-based transaction facility from a first party to the transaction, the request being received via a digital network interface;

automatically determining whether one or more feedback cancellation criteria are satisfied;

canceling the feedback pertaining to the transaction, the canceling of the feedback pertaining to the transaction including marking the feedback pertaining to the transaction as withdrawn; and

generating a user interface for a computer system, the user interface presenting that ~~presents~~ the feedback pertaining to the transaction and an indication that the feedback pertaining to the transaction is withdrawn.

17. (Previously Presented) The computer-implemented method of claim 16 further comprising:

determining that a second party to the transaction agrees to cancel the feedback pertaining to the transaction.

18. (Previously Presented) The computer-implemented method of claim 16 wherein the feedback pertaining to the transaction includes at least one of a feedback comment left by the first party for a second party to the transaction and a feedback comment left by the second party for the first party.

19. (Previously Presented) The computer-implemented method of claim 16 further comprising:

identifying a second party to the transaction based on input provided by the first party; presenting to the first party information identifying the second party and the feedback pertaining to the transaction; and

receiving a confirmation of the request to cancel feedback from the first party.

20. (Previously Presented) The computer-implemented method of claim 19 wherein the input provided by the first party includes an identifier of an item associated with the transaction.

21. (Previously Presented) The computer-implemented method of claim 20 wherein identifying the second party comprises:

- determining that the item is associated with a plurality of transactions;
- presenting to the first party one or more users participating in the plurality of transactions; and
- requesting the first party to specify which of the one or more users is the second party.

22 (Previously Presented) The computer-implemented method of claim 16 further comprising:
notifying a second party to the transaction about the request to cancel feedback.

23. (Previously Presented) The computer-implemented method of claim 22 wherein notifying the second party comprises:

- sending to the second party an email message informing the second party of the request to cancel feedback pertaining to the transaction.

24 (Previously Presented) The computer-implemented method of claim 23 wherein the email message sent to the second party includes a link to a feedback cancellation form.

25. (Previously Presented) The computer-implemented method of claim 17 wherein determining that the second party agrees to cancel the feedback comprises:

- presenting to the second party information identifying the transaction for which the first party submitted the request to cancel feedback; and
- receiving a confirmation of feedback cancellation from the second party.

26. (Cancelled)

27. (Previously Presented) The computer-implemented method of claim 16 further comprising:
upon receiving a request for feedback left for any one of the first party and a second party
to the transaction, displaying one or more feedback comments pertaining to the
transaction with a feedback withdrawal comment.
28. (Previously Presented) The computer-implemented method of claim 16 further comprising:
preventing any of the first party and a second party to the transaction from entering
feedback comments for the transaction upon canceling the feedback pertaining to the
transaction.
29. (Previously Presented) The computer-implemented method of claim 16 wherein the one or
more feedback cancellation criteria includes at least one requirement selected from the group
consisting of a requirement that at least one feedback comment pertaining to the transaction
exist, a requirement that the request to cancel feedback be received before an expiration date of
the transaction, a requirement that a second party to the transaction agree to cancel feedback
before an expiration date of the request to cancel feedback, a requirement that each of the first
and second parties be currently registered with the network-based transaction facility, and a
requirement that each of the first and second parties do not exceed a feedback cancellation limit.

30. (Previously Presented) A computer readable medium comprising instructions, which when executed on a processor, cause the processor to perform a method comprising:

- receiving a request to cancel feedback pertaining to a transaction in a network-based transaction facility from a first party to the transaction;
- automatically determining whether one or more feedback cancellation criteria are satisfied; and
- canceling the feedback pertaining to the transaction if the one or more feedback cancellation criteria are satisfied, the canceling of the feedback pertaining to the transaction including marking the feedback pertaining to the transaction as withdrawn; and generating a user interface that presents the feedback pertaining to the transaction and an indication that the feedback pertaining to the transaction is withdrawn.

31. (Original) The computer readable medium of claim 30 wherein the method further comprises:

- determining that a second party to the transaction agrees to cancel the feedback pertaining to the transaction.

32. (Original) The computer readable medium of claim 30 wherein the feedback pertaining to the transaction includes at least one of a feedback comment left by the first party for a second party to the transaction and a feedback comment left by the second party for the first party.

33. (Original) The computer readable medium of claim 30 wherein the method further comprises:

- identifying a second party to the transaction based on input provided by the first party;
- presenting to the first party information identifying the second party and the feedback pertaining to the transaction; and
- receiving a confirmation of the request to cancel feedback from the first party.

34. (Original) The computer readable medium of claim 30 wherein the one or more feedback cancellation criteria includes at least one requirement selected from the group consisting of a requirement that at least one feedback comment pertaining to the transaction exist, a requirement that the request to cancel feedback be received before an expiration date of the transaction, a requirement that a second party to the transaction agree to cancel feedback before an expiration date of the request to cancel feedback, a requirement that each of the first and second parties be currently registered with the network-based transaction facility, and a requirement that each of the first and second parties do not exceed a feedback cancellation limit.